

OPENING DOORS



small
business
opportunities

IN GOVERNMENT CONTRACTING **SBA**

WHAT WOMEN NEED TO KNOW ABOUT GOVERNMENT CONTRACTING PROGRAMS AND CERTIFICATIONS

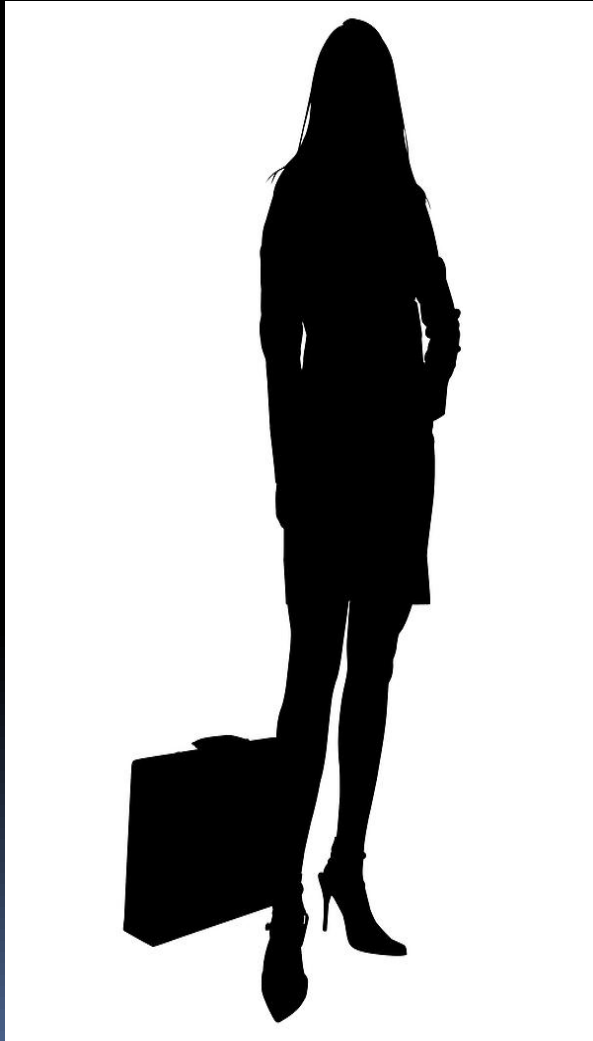
April 25, 2014

Topics

- Government Contracting Programs for Women-Owned Small Businesses
- Certifications
 - Federal/State/City/Third-Party
- Eligibility Requirements
- Resources



Federal Definitions



Small Business Concern (SBC) -- defined by the Small Business Act as "independently owned and operated, not dominant in its field, and whose size falls within the size standards established by the Small Business Administration."

Women-owned Small Business Concern (WOSB)

- A small business concern that is
 - At least 51 percent owned by one or more women; or in the case of any publicly owned business, at least 51 percent of the stock of which is owned and controlled by one or more women
 - Whose management and daily business operations are controlled by one or more women

Government-Wide Federal Contracting Goals and Performance -- Fiscal Year 2012

Prime Contracting Achievement:			78.27%
	2011 Achievement	2012 Goal	2012 Achievement
Small Business	21.65%	23.00%	22.25% (\$89.9 B)
Women Owned Small Business	3.98%	5.00%	4.00% (\$16.2 B)
Small Disadvantaged Business	7.67%	5.00%	8.00% (\$32.3 B)
Service Disabled Veteran Owned Small Business	2.65%	3.00%	3.03% (\$12.3 B)
HUBZone	2.35%	3.00%	2.01% (\$8.1 B)

SBA Scorecards: <http://www.sba.gov/content/small-business-procurement-goaling-scorecards>

Woman-Owned Small Business Federal Contract Program

www.sba.gov/wosb

- Contract set-asides in 83 industry categories (374 NAICS codes)
- “Rule of Two” applies
- Third-Party Certification or Self-Certification



Woman-Owned Small Business Federal Contract Program

- The 83 industry categories Include 330 six-digit NAICS codes based on the 2012 list of NAICS codes
- Each NAICS code is designated as either a WOSB or an EDWOSB (Economically Disadvantaged WOSB)
- Only WOSB NAICS codes are eligible for WOSB contracts.
- Only EDWOSB NAICS codes are eligible for EDWOSB contracts.

Economically Disadvantaged Woman-Owned Small Business (EDWOSB) Requirements



- Same as WOSB AND meets the definition of economically disadvantaged
- To be considered economically disadvantaged, the woman must meet the thresholds for personal net worth, adjusted gross income, and fair market value of all assets

What is “Economic Disadvantage?”



- Personal net worth < \$750,000 (exclude ownership in business and primary personal residence)
- Personal income < \$350,000 (three-year average)
- Assets < \$6 million (includes primary residence and the value of the business)
- If spouse is in the business (as officer or employee) and/or has a financial interest in the business, spouse's financial condition is considered

By the Numbers



- 2013 FYTD shows Women's Contracting at 3.37%
- Set Asides Contract \$\$\$:
 - WOSB = \$7.9 Million (213 contracts)
 - EDWOSB = \$1.4 Million (90 Contracts)
 - WOSB/EDWOSB Total = \$9.3 Million / 303 Contracts

Woman-Owned Small Business Certification

- Must be certified by a Third Party Certifier approved by the SBA
- Or
- Self-certify by providing adequate documentation required by SBA
- In both cases, documentation is submitted to a WOSB Program Repository established by the SBA



Woman-Owned Small Business Federal Contract Program Third-Party Certification



Four SBA-approved organizations:

- El Paso Hispanic Chamber of Commerce -- <http://www.ephcc.org/>
- National Women Business Owners Corporation -- <http://www.nwboc.org/>
- US Women's Chamber of Commerce -- <http://www.uswcc.org/certification>
- Women's Business Enterprise National Council (WBENC) (WOSB only – not EDWOSB) -- <http://www.wbenc.org/>

SBA will also accept current 8(a) certified firms

WOSB Third-Party Certification

Women's Business Enterprise National Council (WBENC)



- <http://www.wbenc.org> and <http://www.wbenc.org/Certification/>
- Largest third-party certifier in the US
- WOSB third-party certifier BUT NOT EDWOSB
- 14 Regional Partner Organizations provide certification

WOSB Third-Party Certification

National Women Business Owners Corporation (NWBOC)



- www.nwboc.org and <http://www.nwboc.org/Apply/index.html>
- Established in 1995

NWBOC® NATIONAL WOMEN BUSINESS OWNERS CORPORATION

The Nation's First WBE Certifier:
NWBOC provides a national certification program for women-owned businesses. The certification, called "Woman Business Enterprise" (WBE) Certification, ensures that a private, for-profit company is truly owned and controlled by a woman or women.

Apply for Certification as Woman-Owned Business

About NWBOC

Basic Information About Certification

What's New?

Featured Success Stories

The eProcurement MarketPlace

Woman-Owned Small Business Third Party Certification Requirements

- SAM Registration
- Upload to the SBA WOSB Repository:
 - Third party certification
 - Joint venture agreement, if applicable
 - WOSB or EDWOSB Program Certification Form



8(a) firms need only upload the Program Certification Form and 8(a) Program Certificate

WOSB Federal Contract Program Self-Certification Requirements

- **Evidence of Gender and US Citizenship:** Birth certificate, Naturalization papers, unexpired passport
- **WOSB Program Certification Form (WOSB only)**
- **EDWOSB Form and SBA Form 413 for EDWOSBs**
- **D/B/A Certificate**
- **Business documentation:**
 - **Partnerships:** Partnership agreement;
 - **LLCs:** Articles of organization; Operating Agreement
 - **Corporation:** Articles of Incorporation; By-laws; Stock certificates; Stock ledger; and Voting agreements, if any
 - **Copy of joint venture agreement,** if applicable



U.S. Women's Chamber of Commerce Initiative to Improve the WOSB Federal Contract Program – “Breakthrough”

<http://www.uswcc.org/breakthrough.aspx>

The screenshot shows the homepage of the U.S. Women's Chamber of Commerce (USWCC). The header features the USWCC logo and the text "U.S. Women's Chamber of Commerce" and "The driving force of the Women's Ownership Movement™". Below the header is a navigation menu with links: Home, About USWCC, Meetings & News, W-Economist, Community, Women Owned, and Working Women. A breadcrumb trail indicates "You are here: Home". The main content area features a large blue banner with the text "Together, we're ending the decades of discrimination in access to federal contracts for women-owned firms." and the word "BREAKTHROUGH" in large yellow letters. A large black arrow points to the right, with the USWCC logo and name at its tip.

USWCC U.S. Women's Chamber of Commerce
The driving force of the Women's Ownership Movement™

Home About USWCC Meetings & News W-Economist Community Women Owned Working Women

You are here: [Home](#)

► Breakthrough: Fair Access to Federal Contracts for Women-Owned Firms


Together, we're ending the decades of
discrimination in access to federal
contracts for women-owned firms.

BREAKTHROUGH

USWCC U.S. Women's Chamber of Commerce

ChallengeHER WIPP Initiative

<http://www.wipp.org/?ChallengeHER>



The screenshot shows the WIPP (Women Impacting Public Policy) website. At the top, the WIPP logo is displayed with the tagline "Women Impacting Public Policy". Below the logo, there are links for "Print Page" and "Contact Us". On the left side, there is a navigation menu with the following items: "COMMUNITY SEARCH" (with a search bar and "Search »" button), "HOME", "ABOUT WIPP", "MEMBERSHIP", "POLICY & LEGISLATION", "WIPP PROCUREMENT PROGRAM", "CHALLENGE HER", "WIPP EDUCATION FOUNDATION", and "EXPORT NOW". The main content area features the "ChallengeHER" title in large, bold letters, followed by the subtitle "Opportunities for Women in Federal Contracting". Below this, a paragraph describes the initiative as a collaboration between the SBA, WIPP, and American Express OPEN, designed to strengthen and promote the WOSB Federal Contract Program. A final paragraph states that ChallengeHER will offer events, workshops, an online curriculum, mentoring, and access to government buyers to help women entrepreneurs compete in the marketplace.

WIPP
Women Impacting Public Policy

Print Page | Contact Us

COMMUNITY SEARCH

Enter search criteria...

Search »

HOME

ABOUT WIPP

MEMBERSHIP

POLICY & LEGISLATION

WIPP PROCUREMENT PROGRAM

CHALLENGE HER

WIPP EDUCATION FOUNDATION

EXPORT NOW

ChallengeHER

ChallengeHER

Opportunities for Women in Federal Contracting


ChallengeHER, an initiative from the Small Business Administration (SBA), Women Impacting Public Policy (WIPP), and American Express OPEN (OPEN), is designed to strengthen and promote the WOSB Federal Contract Program.

ChallengeHER will offer events and workshops and access to an online curriculum, mentoring opportunities and government buyers with a goal to provide women entrepreneurs with knowledge and connections to help them successfully compete in the government marketplace.

SAM-System for Award Management

<http://sam.gov>

Required registration for contracts over \$3,000



USER NAME

PASSWORD

LOG IN

[Forgot Username?](#)

[Forgot Password?](#)

[Create an Account](#)

HOME | SEARCH RECORDS | DATA ACCESS | GENERAL INFO | HELP

⚠ ALERT: You may notice intermittent issues when searching in SAM. If no results are returned after a search, please try again in a few minutes.

<div>CREATE USER ACCOUNT</div> <p>Your CCR username will not work in SAM. You will need a new SAM User Account to register or update your entity records. You will also need to create a SAM User Account if you are a government official and need to create Exclusions or search for FOUO information.</p> <div>Create User Account</div>	<div>REGISTER/UPDATE ENTITY</div> <p>You can register your Entity (business, individual, or government agency) to do business with the Federal Government. If you are interested in registering or updating your Entity, you must first create a user account.</p> <div>Register/Update Entity</div> <div>Submitted a SAM registration?<div>Check Status</div></div>	<div>SEARCH RECORDS</div> <p>All entity records from CCR/FedReg and ORCA and exclusion records from EPLS, active or expired, were moved to SAM. You can search these records and new ones created in SAM. If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information.</p> <div>Search Records</div>
---	--	--

Tune-up Your Company Profiles



Federal – SAM Profile

Update to show status as

- WOB
- WOSB
- EDWOSB

Business Types

Woman Owned Business

Woman Owned Small Business

Economically Disadvantaged Women Small Owned Business

New York State – MWBE Profile

Don't wait for recertification to update your NYS profile

Directions: <http://esd.ny.gov/MWBE/ProfileUpdate.html>

Enter updates: <https://ny.newnycontracts.com/Default.asp?>

Disadvantaged Business Enterprise (DBE) Federal Certification

(Construction and Transportation-related businesses)



Four agencies in New York State administer a DBE certification program:

- New York State Department of Transportation
- Metropolitan Transportation Authority
- Niagara Frontier Transportation Authority
- Port Authority of New York & New Jersey

A firm applies to only one agency for DBE certification and that agency's decision is honored by all other DBE certifying agencies and all entities within NYS that receive funds from the US DOT.

<https://www.dot.ny.gov/main/business-center/civil-rights/ucp-directory>

<http://www.dot.gov/osdbu/disadvantaged-business-enterprise>



DBE Criteria

- At least 51%-owned by a socially and economically disadvantaged individual(s) who also controls the firm
- Organized as a for-profit business
- Disadvantaged owner must be a U.S. citizen or lawfully admitted permanent resident of the U.S.
- Personal Net Worth of owner cannot not exceed \$1,320,000.
- Small business that meets the SBA's size standard and does not exceed \$22.41 million in gross annual receipts

<https://www.dot.ny.gov/main/business-center/audit/dbe-certification>

DBE Directory

<http://biznet.nysucp.net/>




New York State BizNet UCP Directory

Welcome to the State of New York
Unified Certification Program Business Directory!

This application is a search engine for the combined business directories of the New York Department of Transportation, Metropolitan Transportation Authority, Niagara Frontier Transportation Authority and Port Authority of New York New Jersey. Firms certified as Federal Disadvantaged Business Enterprises (DBEs) by one of these agencies are now automatically certified with all four.

To view a UCP agency's website,
click on their logo shown below:



New York State
Department of
Transportation



Metropolitan Transportation Authority
State of New York



NFTA

Click any button below to search by other criteria.

Search by Firm Name

Search by Business Description

Search by S.I.C. Code

Search by N.A.I.C.S. Code

Search by NYSDOT Work Code

Search by PANYNJ Work Code

Search by N.I.G.P. Code



Other Federal Certifications

SBA 8(a) Business Development Program

- Socially and economically disadvantaged individuals
- <http://www.sba.gov/content/8a-business-development-0>

HUBZone Certified Small Business

- Must be located in a HUBZone and 35% or more employees live in a HUBZone
- <http://www.sba.gov/hubzone/>

NYS Definitions

New York State Small Business –

- Resident to New York State
- Independently owned and operated
- 100 or fewer employees, and
- Not dominant in its field.

There is no certification process to be considered a NYS small business.



Women-owned Business Enterprise (WBE)

- Same as above except at least 51% owned and controlled by one or more women (Article 15-A of the Executive Law)
- Personal net worth not to exceed \$3,500,000 (excluding certain assets)
- 300 or fewer employees

The Governor's Mandate



20% MWBE Utilization Statewide

Executive Order No. 8 Removing Barriers to Minority and Women Business Enterprises' Participation in State Contracting

<http://www.governor.ny.gov/executiveorder/8>

Woman-Owned Small Business NYS Certification

<https://ny.newnycontracts.com/Default.asp?>



NEW YORK STATE Contract System

Governor's M/WBE Program

- Press Release
- Executive Order
- 2011 State of the State MWBE Clip
- 2012 State of the State MWBE Clip

Empire State Development

- Who We Are
- MWBE Division

Businesses

Want to Certify?

- Learn About Certification
- Apply for Certification
- Recertify
- Update Profile

Find NYS Contracting Opportunities

- Bid & Grant Opportunities

Welcome to the New York State Contract System!

New York State Works for MWBEs

New York is working harder than ever to make this state the place to do business.

This website is the gateway to attract and grow minority-owned and women-owned businesses.

The system makes the state certification process more user friendly and enables businesses to easily interact with the state agencies and authorities who are responsible for implementing the Minority- and Women-Owned Business Enterprises (MWBE) program.

System Access Login

Username:

Password:

Search for Certified Firms

- MWBE Directory

NYSCS Links

- Home/Login
- Contact Us & Support
- Password Reminder
- Account Lookup
- Outreach & Program Notices
- FAQs

Why Get Certified?



- Listing in the Directory of Certified Minority and Women-Owned Business Enterprises
- Business Growth and Development
- Marketing Tool
- Credibility and Authentication

<https://ny.newnycontracts.com/FrontEnd/VendorSearchPublic.asp>

NYS MWBE Qualifications



- At least 51 % owned and controlled by the minority members and/or women
- Independently owned, operated and authorized to do business in NYS
- Maximum 300 employees
- Personal net worth not to exceed \$3,500,000 excluding certain assets)
- Ownership must be real, substantial and continuing
- Owners have and exercise authority to independently control the day-to-day business decisions
- In operation for at least one year

NYS MWBE Certification Process



- Complete application and attach all required supporting documents; send package to NYC
- Certification Specialist will review for completeness and send notification of receipt
- Audit conducted of application
- Interview and/or site visit scheduled
- Final determination

WBE Fast Track Applications

- DBE certified firms
- 8(a) Business Development Program certified firms
- NYC Small Business Services
- Port Authority of NY/NJ
- NYC School Construction Authority
- NY & NJ Minority Supplier Development Council
- Women President's Educational Organization (WPEO)





City MWBE Certification Programs

City of Buffalo/Erie County:

http://www.erie.gov/depts/eeo/mbe_wbe.asp

City of Syracuse:

http://www.syracuse.ny.us/supplier_diversity.aspx

New York City:

<http://www.nyc.gov/html/sbs/nycbiz/html/summary/certification.shtml>

National Association of Women Business Owners (NAWBO)

<http://www.nawbo.org/>



NAWBO Focus



July 2012

NAWBO prides itself on being a global beacon for influence, ingenuity and action and is uniquely positioned to provide incisive commentary on issues of importance to women business owners. NAWBO Focus is just one of the ways members, women business owners and stakeholders can participate. [read more »](#)

SBA Office of Women's Business Ownership

<http://www.sba.gov/about-offices-content/1/2895/resources>

SBA.GOV
U.S. Small Business Administration

Connect With Us    

Search SBA.Gov

About SBA | Contact SBA | Newsroom | Community | Email Updates

Starting & Managing a Business | Loans & Grants | Contracting | Counseling & Training | SBA Direct | For Lenders

Home > About SBA > About SBA Offices > SBA Office List > Office of Women's Business Ownership > Resources

About SBA

What We Do

Our People

Our Offices

- Local Offices
- Regional Offices
- Disaster Center Offices
- > Headquarters Offices
 - > Office of Women's Business Ownership
 - About Us
 - Leadership
 - Resources

Our History

SBA Programs

Loan Programs

Office of Women's Business Ownership

Program Information

- Women's Business Centers Directory
- National Women's Business Council
- SCORE 
- Gateway for Women-Owned Businesses Selling to the Government

News & Reports

- Women Entrepreneurs Summit Series Report
- SBA Releases Final Women-Owned Small Business Rule to Expand Access to Federal Contracting Opportunities

Leadership

 **Ana Recio Harvey**
Assistant Administrator for Women's Business Ownership

As the U.S. Small Business Administration's assistant administrator for women's business ownership, Ana Recio Harvey is the director of the SBA's Office of Women's...

SBA Small Business Learning Center

<http://www.sba.gov/category/navigation-structure/counseling-training/online-small-business-training/contracting>

Forgot your Username or Password?

SBA.GOV
U.S. Small Business Administration

[f](#)
[t](#)
[v](#)
[y](#)

Search SBA.Gov **SEARCH ▶**

[About SBA](#) |
 [Contact SBA](#) |
 [Newsroom](#) |
 [Community](#) |
 [For Lenders](#) |
 [Email Updates](#)

[Starting & Managing](#) |
 [Loans & Grants](#) |
 [Contracting](#) |
 [Learning Center](#) |
 [Local Assistance](#) |
 [SBA Direct](#)

Home > Learning Center > Search

Small Business Learning Center

Find Content by Media Type

Online Training |
 Videos |
 Chat Sessions |
 Everything

Filter by Topic:
 [Starting a Business \(6\)](#) |
 [Managing a Business \(7\)](#) |
 [Financing \(4\)](#) |
 [Marketing \(1\)](#) |
 [Government Contracting \(14\)](#) |
 [ALL \(32\)](#)

Media Type	Title	Description	View Details
FEATURED	Veteran Owned Small Business - Contracting Programs	This training module provides an overview of the key contracting programs that support veteran owned small businesses. Specifically, it describes, explains and outlines the differences...	GO TO COURSE ▶
FEATURED	Pre-8(a) Business Development Program Training Series	Three part series about the 8(a) Business Development Program	GO TO SERIES ▶

Marketing



- Attend WBE Events
 - Examples:
 - NYS MWBE Forum Annual Conference and Exposition – Oct 1-2, 2014 <http://nysmwbeforum.org/>
 - WISE Conference: <http://wiseconference.com/>
- Maximize your certification(s) -- Include on all marketing pieces
- Establish relationships with Diversity Officers
 - Example: SUNY Procurement
<http://www.suny.edu/meansbusiness/vendors/campuscontacts.cfm>
- Join WBE organizations



Additional Resources

- **Women Impacting Public Policy (WIPP)**/American Express Open Victory in Procurement: <http://www.giveme5.com/>
- **National Women's Business Council:** www.nwbc.gov;
- **Women's Leadership Exchange:**
http://www.womensleadershipexchange.com/index.php?page_name=aboutus
- **Women TIES** (Together Inspiring Entrepreneurial Success):
<http://www.womenties.com/>

TANTARA Corporation

2013 Small Business Prime Contractor of the Year



*Ms. Karen Mills, former Administrator for the SBA, stands with
Ms. Dawn Dearborn, CEO of TANTARA Corporation*

Follow-Up Assistance

**Small Business Administration (SBA) District Offices in Buffalo,
New York , and Syracuse:**

<http://www.sba.gov/about-offices-list/2>

Small Business Development Centers (SBDC):

<http://www.nyssbdc.org/locations.html>

Procurement Technical Assistance Centers:

<http://www.aptac-us.org/new/index.php>

Women's Business Centers:

<http://www.sba.gov/about-offices-content/1/2895/resources/13729>

Presenter



**Roxanne K. Mutchler
Acting Director, Government
Contracting Coordinator**

**Procurement Assistance Center
Mohawk Valley Small Business
Development Center**

Toll Free: 1-877-789-BIDS

Roxanne.Mutchler@sunyit.edu

“Success is achieved and maintained by those who try and keep trying.”

-- W. Clement Stone



Thank You!